



Society for  
Technical  
Communication

# Board of Directors Meeting Minutes

28 August 2024, 6:32 pm ET

## Attendees

### Board

Elizabeth Herman, President  
Danielle Villegas, Vice President  
Roberta Werner, Treasurer  
Timothy Esposito, Immediate Past President  
Jackie Damrau, Secretary  
Timothy Shaw, STC Executive Director

Guiseppe Getto, Director  
Jennifer Goode, Director  
MaryKay "MK" Grueneberg, Director  
Amanda Patterson, Director  
Wendy Ross, Director  
Jamye Sagan, Director

## Agenda Items

- |  |          |
|--|----------|
| • Call to order                                    | Herman   |
| • Consent agenda items                             | Herman   |
| • Executive Director report (10 min)               | Shaw     |
| • Finance Committee Report (20 min)                | Werner   |
| • Governance Committee report (10 min)             | Villegas |
| • Community Affairs Committee (CAC) report (5 min) | Sagan    |
| • Unfinished business (0 min)                      | Herman   |
| • New business (10 min)                            | Herman   |
| • Closing remarks/reminders (0 min)                | Herman   |
| • Adjourn  | Herman   |

# Consent Agenda Items

- Approval of August 28 Agenda
- Approval of July 24 Minutes
- Approval of June 2024 Financials
- Approval of Revised November/December Board meeting dates
  - Move Wednesday, November 27 to Wednesday, November 20
  - Move Wednesday, December 25 to Wednesday, December 18
- Committee Reports (place info in separate folders)
  - Governance Committee
  - Nominating Committee
  - Excellence in Service

## Call to Order

The meeting was called to order at 6:32 pm ET. Quorum was declared and the meeting proceeded.

## Agendas

The agenda was adopted. The consent agenda was adopted.

## Executive Director's Report

Shaw updated the Board on the following:

- The Society's financial situation.
- The status of STC Publications.
- Working with the membership company with the membership categories for the upcoming membership renewal season.

Getto offered, and Herman appointed him, to serve as the Publications Board liaison to help work through how to make publications work out so that the hiatus does not affect the academic institutions or membership.

## Finance Committee Report

Werner reported on the 2024 July financials.

Werner moved that the Board accept the Finance Committee Report for the month of July 2024. The motion passed.

# CAC Report

Sagan, chair of the Community Affairs Committee (CAC), updated the Board on CAC activities and event planning:

## CAC Committee Updates

- Team monthly meetings resumes on 27 August 2024
- CAC Town Halls
  - Resume 13 September 2024 at 1pm ET (topics: STC Coalition and STC Updates)
    - Shaw and Herman will attend to address any community leadership questions.
  - Polls released recently with a deadline of 31 August 2024
  - Future Dates/Times: TBD based on poll results for format and dates/times

## Community Updates

- Discussion items on communities
  - Chapter merger of STC SoCal (LA, Orange County, San Diego)
    - Sagan questioned if the vote of 6 to 1 to merge chapters

Sagan moved for the Board to approve the merger of the LA, Orange County, San Diego chapters into the SoCal chapter. Greuneberg seconded the motion. The motion passed.

- Sagan gave updates on the Ontario, Puget Sound, Rocky Mountain, and Wisconsin chapters.
- Temporary community concerns (tabled until next meeting)

## Governance Committee Report

Villegas, Governance Committee chair, reported on the latest bylaws changes not previously reflected on:

- Moving the Nominating Committee into the Standing Committee section
- Changing language for Board Membership from “a resolution” to “a vote” by the Board
- Addressing role vacancies, specifically specific wording about how each role will be handled for IPP, VP, Secretary, Treasurer, and Director-at-Large.

Villegas moved by motion of the Governance Committee to submit the changes to the Bylaws for review. This will be tabled until the next meeting.

Villegas moved by motion of the Governance Committee to review this within 28 days instead of 30 days to vote on these changes at the next Board meeting. Ross seconded the motion. The motion passed.

## Conference Committee Report

Patterson, Conference Committee chair, reported on progress for Continuum, STC Summit, and other community-related conferences.

## Unfinished Business

### STC Financials/State of Society

Werner would like for the Finance Committee to consider exploring forms of relief from the SBA.

## New Business

### Rebrand STC to The Association of Content Professionals

- Molisani approached the Board in June 2024 to rebrand the STC as The Association of Content Professionals.
  - Getto shared that this is a good idea to focus our initiatives on content professionals outside of the UI/UX members who have their own organization.
  - Shaw looked into the use of ACP that is taken by others. An Association is more formative than a Society. Timing was not right a few years ago, but may be relevant now.
  - Villegas has considered potential names. The Board needs to consider working over the next two months on names.
  - Ross asked about the name change and ramifications of considering the effort. Shaw said that we could do a DBA; it is a significant undertaking to rebrand that takes staff and finances.
  - Sagan proposed that the name be changed and maintain the current STC naming that does not affect the internet domains, etc.
  - Herman asked if a Board member wants to take this on for consideration.
    - Getto will talk with Susan Kelley to take this on and report back next month.
  - Herman will reply back to Molisani with actions being taken.

## Content & Content Management Professionals Association

- Villegas shared that Rahael Bailie posted on LinkedIn about a group that is proposing the creation of a professional association called Content & Content Management Professionals Association.
- Villegas shared the URL in the chat for the Board to consider and discuss at the September 2024 meeting.
- Herman suggested that Getto asked Susan Kelley's committee to explore this and provide feedback to the Board

## STC Community Coalition

- Herman, Shaw, and Sagan to communicate with the STC Coalition on the use of the name, events, and finances coming to the STC.

## Closing Remarks/Reminders

Herman reminded the Board of the date for the next monthly Board meeting, and she thanked the Board members for attending this month's meeting.

## Next Meetings

September 25, 2024

## Adjournment

The meeting adjourned at 8:37 pm ET.